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# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1951

january

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february

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MAY 21, 1951</u>			
Monday May 21 10:00 A.M. Breakfast	PRESS PREVIEW: FALL SUIT COLLECTION Presentation to the press by Bass, Levine & Bass of the Fall suit collection. By invitation only.	BASS, LEVINE & BASS	530 SEVENTH AVENUE SHOWROOM-22ND FLOOR
Monday May 21 12:30 P.M. Luncheon	PREVIEW: 1951 LINGERIE & NEW BLOUSE COLLECTION Barbizon will present the 1951 collection of Fall lingerie, including slips, gowns, robes, pajamas and bed jackets; also, introduction of a new blouse line at a luncheon for the press. By invitation only.	BARBIZON CORPORATION (475 FIFTH AVENUE)	HAMPSHIRE HOUSE COTTAGE
Monday May 21 3:00 P.M. Cocktails	PRESS PREVIEW OF FALL SPORTSWEAR Ciro Sportswear will present their Fall collection to the press. By invitation only. <u>Showing for resident buyers on Thursday, May 24 at 3:00 P.M.</u> Contact: Emily Ryon, CH. 4-6851.	CIRO SPORTSWEAR	530 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Tuesday May 22 9:00 A.M. Breakfast	BREAKFAST PREVIEW OF FALL SPORTSWEAR Showing of Raissa Masket's Fall Sportswear collection of "Inseparables". By invitation only.	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday May 22 2:30 P.M.	PREVIEW: FALL COAT AND SUIT COLLECTION "Paris In New York"--press preview of coats and suits for Fall, designed by Seymour Fox. By invitation. Trade showings, beginning <u>Tuesday, June 5, at 10:00 A.M.</u> Publicity: Ann R. Silver Associates, MU. 7-8654.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Tuesday May 22 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL SPORTSWEAR Lotte of Drewyn's collection of "Creative Sportswear" for Fall. By invitation only. Contact: Sidney Dee Bloeme, JU. 6-4490.	DREWYN, LTD.	1400 BROADWAY SHOWROOM-34TH FLOOR
Tuesday May 22 4:00 P.M.	PRESS & TRADE PREVIEW: FALL & WINTER FURS The press and trade will be invited to a preview of the Christian Dior-New York collection of Fall and Winter Furs. By invitation only. Contact: Edward Wagner, PL. 7-2024 or LA. 4-4432.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON
Tuesday May 22 5:00 P.M. Cocktails	"BLUE GRASS" PARTY FOR THE PRESS Elizabeth Arden will invite the press to her annual "Blue Grass" party. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	ST. REGIS HOTEL ROOF



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 22 6:30 P.M. Dinner	BACK-TO-SCHOOL FALL FASHION SHOW The Infants', Children's and Teens' Wear Buyers Association back-to-school Fall fashion show. Tickets: \$10.00. Contact: Cecilia Cooper, BR.9-9624. Press by invitation. Publicity: Eleanor Kairalla Agency, MU. 8-1172.	INFANTS', CHILDREN'S & TEENS' WEAR BUYERS' ASSN.	HOTEL STATLER GRAND BALLROOM
Beginning Tuesday May 22	OPENING OF FALL COLLECTION Dan Millstein will present the Fall coat and suit collection at 10:30 A.M. and 2:00 P.M., daily. Contact: WI. 7-2772.	DAN MILLSTEIN, INC.	205 WEST 39TH STREET SHOWROOM
Wednesday May 23 9:00 A.M. And 10:15 A.M. Breakfast	PREVIEW: FALL LINGERIE & CHILDREN'S APPAREL Press showing of Carter's Fall negligee, gowns and slips, designed for juniors, misses and women, at an informal breakfast at 9:00 A.M. Preview of underwear, sleepwear, and specially designed knit fashions by Carter for infants and children at 10:15 A.M. By invitation only. Contact: Helen D. Leaf of Batten, Barton, Durstine & Osborn, Inc., EL. 5-5800.	THE WILLIAM CARTER COMPANY	100 PARK AVENUE SHOWROOM
Wednesday May 23 9:30 A.M.	PREVIEW OF WOMEN'S PLAYCLOTHES FOR SUMMER Altman's will present a press preview of playclothes for women, including a group of "Deep Country" denims, designed by Elizabeth Phelps, who will be present as a special guest. By invitation only. Publicity: Lois Garrett or Jean O'Brien, MU. 9-7000.	B. ALTMAN & CO.	8TH FLOOR
Wednesday May 23 10:00 A.M. Breakfast	PRESS SHOWING OF FALL COLLECTION Greta Plattray will present her collection of Fall fashions, featuring separates for college, career and country wear, at a breakfast in her new showroom. By invitation only. Contact: Fred Corens, PE.6-8680.	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Wednesday May 23 12:00 Noon Luncheon	PRESS PREVIEW OF NEW FALL ROBE LINE Press and trade preview of the newly designed Botany Robes Fall collection. Show at 1:15 P.M. By invitation. Contact: Helen Kapeller, LU. 2-1000.	BOTANY MILLS, INC.	16 WEST 46TH STREET DISPLAY ROOMS
Wednesday May 23 2:30 P.M.	PREVIEW: FALL COATS & SUITS BY JEAN DESSES Press preview of the new collection of Fall coats and suits, designed by Jean Desses for I. M. Bagedonow. By invitation only. Bagedonow Contact: Sylvia Bernstein, LO. 4-0247. Desses Publ.: Rosemary Sheehan, CI.7-8060.	I. M. BAGEDONOW, INC.	533 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Wednesday May 23 2:30 P.M.	SHOWING OF SUMMER SPORTSWEAR FASHIONS Bamberger's will present Summer sportswear fashions. Open to public. Publicity: Bert Adams or John von Arnold, Market 2-1212.	L. BAMBERGER & CO.	3RD FLOOR
Wednesday May 23 4:00 P.M. Cocktails	"TOGEROY, U.S.A.": FALL FASHIONS IN CORDUROY Bernside Mills will invite the press, retailers and buying offices to a comprehensive showing of back-to-school, college, and early Fall fashions in Togeroy (corduroy) for misses, juniors, children and men. Staging by Tom Lee. Cocktails at 4:00 P.M. Showings at 4:30 P.M. By invitation only. Fashion Director and Publicity: Rose Hilton, MU. 5-5133.	BERNSIDE MILLS	HOTEL PIERRE GRAND BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 24 10:00 A.M. Clinic; 12:30 P.M. Luncheon	ANNUAL FASHION CLINIC & EXHIBIT The 1951 Parents' Magazine "Fall Fashion Clinic", with an exhibit of fabrics and fashions, from the August and September issues; also a presentation of back-to-school fashions. Director: Mrs. Beryl Tucker. Press by invitation. Tickets: \$5.00-\$12.50. Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
Thursday May 24 10:30 A.M.; 2:30 P.M.	FALL SHOWING: TOWN & COUNTRY COLLECTION Fall suits, coats and sportswear, designed by Robert Bart for Edward I. Schainman. By invitation. Publicity: Elaine Kramer, LO. 3-3732.	EDWARD I. SCHAINMAN	1384 BROADWAY SHOWROOM-9TH FLOOR
Thursday May 24 11:00 A.M. Buffet	PRESS SHOWING OF ADVANCE FALL HATS First press showing by Frances and Walter Nelkin, showing their Advance Fall millinery. By invitation only. Publ.: Maud G. Moody, LE. 2-4049.	FRANCES & WALTER NELKIN	15 WEST 39TH STREET SALON
Thursday May 24 11:30 A.M. Luncheon	PRESS PREVIEW OF FALL COLLECTION Hannah Troy will present her Fall collection to the press at 11:30 A.M., to be followed by luncheon. By invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	HANNAH TROY	HAMPSHIRE HOUSE COTTAGE
Thursday May 24 2:30 P.M.	PRESS SHOWING OF PARISIAN MILLINERY Presentation of a collection of Advance Fall millinery, assembled in Paris from leading French designers by Florence Reichman. Also, a group of her own millinery interpretations. By invitation only. Contact: Florence Reichman, LA. 4-3553.	FLORENCE REICHMAN (FOR AMERICAN HAT BLOCK CO.)	HOTEL PIERRE COTILLION ROOM
Beginning Thursday May 24 2:30 P.M.	OPENING OF FALL COLLECTION Maria Krum will present her Fall collection to the trade. Contact: CI. 7-3060. Publicity: Eleanor Lambert, MU. 8-2130.	MARIA KRUM	41 WEST 56TH STREET SALON
Thursday May 24 3:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Arnold & Fox will present a collection of Fall cocktail dresses and suits for afternoon and evening, designed by Miguel Dorian. By invitation only. Showings to the trade at 3:30 P.M., daily, June 5, 6, 7, 12, and 13. Contact: CH. 4-3916. Publ.: Pauline Greene, Esmond & Dore, Inc., MU. 7-8297.	ARNOLD & FOX, INC.	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Thursday May 24 4:30 P.M.- 6:00 P.M.	PRESS PARTY: EXHIBIT OF RODIER FABRICS Exhibit of Rodier fabrics and introduction of M. and Mme. Jacques Rodier to the press. By invitation only. Contact: Robert Corroyer, CI. 7-3145.	RODIER, INC.	610 FIFTH AVENUE ROOM 404
Thursday May 24 5:30 P.M. Cocktails	SHOWING OF FALL GLOVE TRENDS The National Glove Group will present its annual dinner-dance and fashion show, emphasizing glove trends. Contact: Sam Weinberg, MU. 3-8700.	NATIONAL GLOVE GROUP	WALDORF-ASTORIA STARLIGHT ROOF
Monday May 28 9:30 A.M.	PRESS SHOWING: FALL BAG COLLECTION By invitation only. Publicity: Viola Shefer, PL. 3-3173.	BAGS BY JOSEF (GOLD SEAL IMPORTERS)	30 EAST 33RD STREET SHOWROOM-6TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 28 10:30 A.M.	PREVIEW OF FALL SEPARATES COLLECTION Fall sportswear collection, designed by Lisa Hahn for Delphi Manufacturing Co., with emphasis on separates. By invitation only. <u>Trade showings at 10:30 A.M., beginning Monday, June 4.</u> Publ.: Mildred Kaldor, MU. 9-5420.	DELPHI MANUFACTURING CO.	1370 BROADWAY SHOWROOM-15TH FLOOR
Beginning Monday May 28	OPENING OF FALL COLLECTION Georgia Bullock of California will present the Fall collection at continuous daily showings. Contact: Terry Fry, (From May 28th) PL. 9-3000.	GEORGIA BULLOCK, INC.	HOTEL PLAZA
Tuesday May 29 10:00 A.M. Coffee	PRESS PREVIEW: STOLES, SCARVES, HANDKERCHIEFS Stanley Herzman will present the Fall and Winter line of stoles, scarves and handkerchiefs to the press. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	CAROL STANLEY	10 EAST 38TH STREET SHOWROOM
Tuesday May 29 12:30 P.M. Luncheon	PRESS PREVIEW: FALL & WINTER FUR COLLECTION The Fall and Winter collection of furs will be presented to the press by Leo Ritter. <u>Showing promptly at 1:00 P.M.</u> By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	RITTER BROS., INC.	HOTEL PIERRE COTILLION ROOM
Beginning Tuesday May 29	OPENING OF FALL COLLECTION Showings of the Cabana collection of separates and sportswear for Fall at 11:30 A.M. and 3:30 P.M., daily. Contact: CH. 4-4575.	CABANA BEACHWEAR CO.	1410 BROADWAY SHOWROOM-17TH FLOOR
May 30	MEMORIAL DAY--Legal Holiday (Wednesday).		
Thursday May 31 3:00 P.M. Cocktails	PRESS & TRADE PREVIEW: FALL DRESS COLLECTION Donald Dress will present the Fall collection of "dusk-to-dawn" dresses to the press and trade. By invitation only. <u>Daily trade showings, beginning Monday, June 4, at 10:30 A.M.; 1:00 P.M. (with luncheon); 2:30 P.M. and 4:00 P.M.</u> Contact: LO. 5-0525.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM- 9TH FLOOR
Thursday May 31 4:00 P.M.	PRIVATE FALL PREVIEW FOR BUYING OFFICES Buying offices will be invited to a private preview of the Fall collection of Horwitz & Duberman. By invitation. <u>Trade showings at 10:30 A.M. and 2:30 P.M. daily, beginning Tuesday, June 5.</u> Contact: William Durland, LO. 4-1860.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Monday June 4 10:30 A.M.	PREVIEW OF FALL AND WINTER FUR COLLECTION Fredrica Furs (Arthur Schwartz, designer) Fall and Winter collection will be presented to the press. By invitation only. <u>Trade showings, beginning Tuesday, June 5 at 10:00 A.M.</u> By appointment. Contact: CH. 4-8685. Publicity: Mildred Kaldor, MU. 9-5420.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Monday June 4 2:30 P.M.	BONNIE CASHIN'S FALL COLLECTION Press preview of Bonnie Cashin's Fall collection, designed for Adler & Adler. By invitation only. Publ.: Ruth Hammer Associates, EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 4 4:00 P.M. Champagne	PRESS PREVIEW: FALL DRESS COLLECTION Presentation to the press of the Rudolf Gowns collection of cocktail, dinner and evening dresses for Fall. By invitation only. <u>Showings to the trade, beginning Wednesday, June 6, at 1:00 P.M. and 4:00 P.M. daily.</u> Contact: Robert Macrae, WI. 7-6865. Publicity: Eleanor Kairalla, MU.8-1172.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM-12TH FLOOR
Monday June 4 4:00 P.M. Cocktails	PRESS SHOWING: PARIS CARS AND FASHIONS "It's Smart, It's Thrifty, It's French"--presentation of Paris-inspired fashions by Balenciaga, Castillo of Lanvin, Fath, Hermes, Schiaparelli, with four 1951 Renault cars. <u>Showing at 4:30 P.M.</u> By invitation only. Publicity: Marsh-Healy Associates, FL. 7-5809.	RENAULT MOTORS	HOTEL MARGUERY 47TH & VANDERBILT

OPENING OF FALL COLLECTIONS BY THE SPORTSWEAR GUILD

<u>MONDAY, JUNE 4</u>			
Sport-Craft, Inc.	10:30 A.M. and 2:30 P.M. daily . . . .	550 7th, LA.	4-9724.
Star-Maid Dresses	10:30 A.M. and 2:30 P.M. daily . . . .	498 7th, PE.	6-0444.
<u>TUESDAY, JUNE 5</u>			
Adler & Adler, Inc.	10:30 A.M. daily . . . . .	550 7th, BR.	9-9600.
Kane-Weill	10:30 A.M. and 2:30 P.M. daily . . . .	498 7th, LO.	5-3041.
<u>WEDNESDAY, JUNE 6</u>			
Davidow	10:30 A.M. daily . . . . .	550 7th, PE.	6-6909.
David M. Goodstein	10:30 A.M. and 2:30 P.M. daily . . . .	550 7th, LA.	4-2577.
Mutual Rosenbloom	2:30 P.M. daily . . . . .	498 7th, CH.	4-6221.
	(Mary Stevens collection, Mon. June 4, at 1:30 P.M., daily).		
<u>THURSDAY, JUNE 7</u>			
Charles W. Nudelman	10:30 A.M. daily . . . . .	550 7th, LA.	4-1254.
Zoltan Rosenberg Co.	2:30 P.M. daily . . . . .	550 7th, LA.	4-6691.

Beginning	OPENING OF	FASHION ORIGINATORS'	MANUFACTURERS'
Monday	FALL LINES	GUILD OF AMERICA	SHOWROOMS
June 4	The FOGA Collections will be shown for a one-week period as follows:		
	<u>Monday, June 4</u>		<u>Wednesday, June 6</u>
	DEITSCH, WERSBA & COPPOLA, INC.		LARRY L. ALDRICH CO., INC.
	A. GOODMAN & CO., INC.		HANSEN BANG, INC.
	NATHAN-STRONG, INC.		RUDOLF GOWNS
	PAUL PARNES CORPORATION		HERBERT SONDHEIM, INC.
	<u>Tuesday, June 5</u>		<u>Thursday, June 7</u>
	BEN BARRACK, INC.		ED GERRICK, INC.
	CAPRI FROCKS, INC.		GRABOIS
	ELFREDA, INC.		NAT KAPLAN, INC.
	BEN J. GAM, INC.		DAVID LEVINE CO.
	FRED GREENBERG DRESS CO.		DAVID MARCUS, INC.
	JOSEPH HALPERT, INC.		PARNIS-LIVINGSTON, INC.
	HORWITZ AND DUBERMAN, INC.		MARTIN SIMON, INC.
	INTERNATIONAL DRESS CO.		
	JUNIOR LEAGUE FROCKS, INC.		<u>Friday, June 8</u>
	MILMONT GOWNS CO., INC.		BEN REIG, INC.
	FRANK STARR, INC.		
	SUZANNE-AUGUSTINE, INC.		
	HANNAH TROY, INC.		
	Contact: Leonard Gendler, Executive Secretary, CH. 4-6945.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 4	OPENING OF FALL COLLECTIONS Daily showings of the David Crystal, Haymaker Sportswear, and Izod of London fashions at 10:30 A.M. & 2:30 P.M. Publ.: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
Beginning Monday June 4	OPENING OF FALL COLLECTION Presentation to the press and trade, at daily showings, of the Fall col- lection of blouses, skirts and separates for day, cocktail and evening. Contact: Faye Berk, EL. 5-2577.	DORINE LIEBERT	15 EAST 53RD STREET SHOWROOM-9TH FLOOR
Beginning Monday June 4	OPENING OF FALL COLLECTION Showing of A. Goodman's dress collection for Fall, at 10:30 A.M. and 1:30 P.M. Contact: Al Bedine, WI. 7-4077. Publ.: Viola Shefer, PL.3-3173.	A. GOODMAN & CO., INC.	530 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Beginning Monday June 4- June 15	PREVIEW OF FALL FASHIONS FROM "CHARM" "Charm" Magazine's Fall fashions for women who work, from the August and September issues, which have one theme: "Clothes That Work Wonders--For You and Your Paycheck". <u>Showings daily at 9:00 A.M., 10:00 A.M., 11:00 A.M., and 12:00 Noon</u> , for stores and buying offices. Contact: Estelle Ellis, Promotion Director, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM-20TH FLOOR
Tuesday June 5 9:30 A.M. And 2:30 P.M.	FIFTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle's" 15th Annual College Clinic, a preview of fashions from the August College issue. By invitation only, for Mlle's official tie-in stores. Contact: Wilma Libman Bell, Promotion Director, PL. 9-2080.	MADEMOISELLE MAGAZINE	HOTEL ROOSEVELT BALLROOM
Tuesday June 5 9:45 A.M.	PRESS PREVIEW: COAT AND SUIT COLLECTION Press preview of the Fall and Winter coat and suit collection, designed by Mme. Elsa Schiaparelli in Paris, and manufactured by Henry Mandelbaum in the U.S. By invitation. Publ.: Ruth Hammer Assoc., EL. 5-7108.	SCHIAPARELLI, U.S.A.	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Tuesday June 5 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Modern Couture and Junior Couture will present Fall cocktail and even- ing dresses, designed by Helene Barbieri. By invitation only. Continuous daily showings thereafter. Publ.: Pauline Greene, Esmond & Dore, MU. 7-8297	MODERN COUTURE & JUNIOR COUTURE	525 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Tuesday June 5 11:00 A.M.	PREVIEW: FALL COLLECTION DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection, designed by Brigance of Frank Gallant. By invitation only. <u>Beginning Wednesday, June 6, at 10:30 A.M. and 2:30 P.M.</u> , there will be daily trade showings of the Frank Gallant collection, including the group of clothes by Brigance. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 W. 39TH STREET SHOWROOM-5TH FLOOR
Beginning Tuesday June 5 2:30 P.M.	OPENING OF FALL COLLECTION Pauline Trigere's Fall collection will be presented at 2:30 P.M., Tuesday, June 5; and thereafter. <u>By appointment only</u> . Contact: Cecille Gordon, PL. 3-6778.	TRIGERE, INC.	29 WEST 57TH STREET SHOWROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 5 4:00 P.M. Champagne	CUSTOM FURS BY RALPH MARANO Annual Pink Champagne party, with a showing of Fall and Winter furs, designed by Ralph Marano for Russeks wholesale fur department. By invitation only. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	9TH FLOOR DESIGN STUDIO
Tuesday June 5 4:30 P.M. Cocktails	PREVIEW OF "GLAMOUR'S" SEPTEMBER CAREER ISSUE Annual fashion show and preview of "Glamour" Magazine's September 1951 career issue, and announcement of the winners of the "Glamour" survey, "Ten Girls With Taste". Press by invitation. Tickets limited to "Glamour" tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, LE. 2-7500.	GLAMOUR MAGAZINE	HOTEL PIERRE GRAND BALLROOM
Tuesday June 5 4:30 P.M. Cocktails	PRESS & TRADE SHOWING: FALL COLLECTION Presentation to the press and trade of the Fall collection by Norbert Jay. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	NORBERT JAY	HOTEL PLAZA WHITE & GOLD SUITE
Beginning Tuesday June 5	OPENING: MID-SEASON AND FALL COLLECTION Jerry Greenwald will open the collection of junior black and whites for early Fall; also, a back-to-school collection, designed by Lee Evans. By appointment. Contact: LO. 4-4850.	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM-29TH FLOOR
Beginning Tuesday June 5	FALL COLLECTION AT TRADE SHOWINGS Presentation to the trade of the Fall collection of street, dinner and evening gowns at 10:30 A.M.; 12:00 Noon; 2:30 P.M.; and 4:00 P.M. daily. Contact: LO. 5-0525.	JACK HERZOG & BRO., INC.	530 SEVENTH AVENUE SHOWROOM
Beginning Tuesday June 5	FALL COLLECTION OF COATS AND SUITS George Jablow will present the Fall coat and suit collection to the press and trade at 2:00 P.M. <u>Beginning Wednesday, June 6, daily trade showings at 10:30 A.M. and 2:00 P.M.</u> Contact: Arthur Jablow, PE. 6-7530.	GEORGE JABLOW & CO.	530 SEVENTH AVENUE SHOWROOM
Beginning Tuesday June 5	OPENING OF FALL COLLECTION Continuous daily showings of the Fall collection by Junior Accent. Contact: Norman Flatow, LO. 4-1434.	JUNIOR ACCENT	1400 BROADWAY SHOWROOM-32ND FLOOR
Beginning Tuesday June 5	OPENING OF COMPLETE FALL COLLECTION Adele Simpson's complete collection of Fall suits and dresses will be presented at 10:00 A.M. daily, beginning Tuesday, June 5. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM-23RD FLOOR
Wednesday June 6 9:15 A.M. Breakfast	BREAKFAST PREVIEW OF FALL DRESS COLLECTION Press preview of Ira Rentner's Fall collection of misses daytime and cocktail dresses, and costume suits for the sophisticated miss. Showing at 10:00 A.M. By invitation only. <u>Trade shows beginning, Thursday, June 7 at 2:30 P.M., and daily thereafter, at 10:30 A.M. and 2:30 P.M.</u> Contact: Frances Rentner Straus, LA. 4-0612. Publ.: Sherry Royce, CH. 4-5030.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM-12TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 6 3:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Preview of the Pattullo-Jo Copeland collection for Fall. By invitation only. Trade opening, <u>Monday, June 11, at 10:30 A.M.</u> By appointment. Contact: Sam Cohen, LO. 3-5650. Publicity: Eleanor Lambert, MU. 8-2130.	PATTULLO-JO COPELAND	498 SEVENTH AVENUE SHOWROOM-14TH FLOOR
Wednesday June 6 4:00 P.M. Cocktails	PRIVATE SHOWING FOR FASHION PRESS The McMullen Company's press preview of their Fall sportswear fashions. By invitation only. Contact: MU. 3-9560.	THE McMULLEN CO., INC.	475 FIFTH AVENUE SHOWROOM-4TH FLOOR
Wednesday June 6 4:00 P.M. Cocktails	ELEVENTH ANNUAL SEWING CONTEST & FASHION SHOW Prize-winning home-sewn garments will be modeled at a fashion show. By invitation. Publicity: Grace Turner, Win Nathanson & Associates, Inc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Beginning Wednesday June 6	OPENING OF FALL BLOUSE & SEPARATES COLLECTION Miss Doreen's Fall collection of blouses and coordinated separates at daily showings. Contact: WI. 7-0064. Publ.: Thal Spitzer, LO. 5-2674.	DOREEN ORIGINALS, INC.	533 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Beginning Wednesday June 6	OPENING OF FALL SPORTSWEAR COLLECTION Carolyn Schnurer will present her Fall sportswear collection daily at 10:30 A.M.; and 12:30 P.M. (box luncheon). Contact: Lee Walker, CH.4-8446.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD FLOOR
Beginning Wednesday June 6	OPENING OF FALL SPORTSWEAR COLLECTION Presentation of Frances Sider's collection of Fall sportswear, including "Turnable Separates"--wardrobe revolving around the ensemble, at 10:30 A.M. and 2:30 P.M., daily. Contact: Julie Isles, LO. 4-3323.	FRANCES SIDER, INC.	1407 BROADWAY SHOWROOM-14TH FLOOR
Beginning Wednesday June 6	OPENING OF AUTUMN LINGERIE Vanity Fair Mills will present the Autumn, 1951 lingerie collection at daily showings: 10:00 A.M.; 11:00 A.M.; 2:30 P.M.; and 3:30 P.M. Press by appointment. Publ.: Ruth L. Mills, Promotion Director, MU. 8-4805.	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE SHOWROOM-6TH FLOOR
Thursday June 7 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Presentation of Janice Milan's Fall sportswear collection, designed by Selig Sidney. By invitation only. Contact: Judith Sidney, LO. 4-7940.	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Thursday June 7 12:00 Noon Luncheon	FALL DRESS COLLECTION AT PREVIEW FOR PRESS The press will be invited to a luncheon and preview of the Fall dress collection by Anna Miller. By invitation only. <u>Showings to the trade, beginning Monday, June 11 at 2:30 P.M.; Tuesday, June 12 at 10:30 A.M. and 2:30 P.M.; and daily thereafter at 2:30 P.M.</u> Contact: Dorothy Lambert of Anna Miller, CH. 4-3966.	ANNA MILLER, INC.	498 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Thursday June 7 3:30 P.M. Cocktails	PRESS SHOWING OF FALL FOUNDATIONS The press will be invited to a showing of Flexees foundations for Fall by Artistic Foundations, Inc. By invitation. Publ.: Sandra Kahn, MU. 9-2100.	ARTISTIC FOUNDATIONS-- FLEXEES	417 FIFTH AVENUE SHOWROOM--6TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 7 4:30 P.M.- 6:30 P.M. Champagne	PRESS & TRADE PREVIEW BY NEW DESIGNER Lawrence Gaines will give a Champagne Party for press and buyers, presenting his original couturier designs for Fall in suits, dresses, and ensembles. By invitation only. Publicity: Hilda Kassell, PL. 9-2917.	LAWRENCE GAINES	43 WEST 54TH STREET SALON
Friday June 8 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION Presentation to the press of the Fall collection by B. H. Wragge. By invitation only. Publicity: Molly Porter, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Friday June 8 3:30 P.M.	PRESS & TRADE PREVIEW OF RABBIT FUR FASHIONS Press and trade will be invited to a showing of a new group of fashions in rabbit fur, including costumes by leading designers of furs, sportswear, coats, suits, millinery, and accessories. <u>Curtain rises promptly at 3:45 P.M.</u> By invitation only. Fashion Director and Publicity: Doris Weston, Fashion Counselors, PL. 9-5844.	UNITED RABBIT DRESSERS, INC.	ZIEGFELD THEATRE 6TH AVE. & 54TH ST.
Sunday June 10 9:00 P.M.	SHOWING OF FASHIONS FROM AMERICAN THEATRE The Society of New York Dress Designers, in cooperation with the Council of the Living Theatre, will present dresses, based on originals and modifications of costumes, featured in American theatrical productions in the past two centuries. Press by invitation. Tickets: \$10.00. Contact: Belle Burke, LA. 4-7950.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	46TH STREET THEATRE 266 WEST 46TH STREET
Monday June 11 9:30 A.M. Breakfast	FALL MILLINERY AT PRESS PREVIEW Presentation to the press of the Fall hat collection, designed by Mr. Arnold for de Clairville. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	de CLAIRVILLE, INC.	711 FIFTH AVENUE SALON
Postponed June 11	BEATRICE-MARTIN'S MILLINERY PREVIEW, SCHEDULED FOR MON., JUNE 11 AT 11:00 A.M., HAS BEEN POSTPONED TO THURS., JUNE 21 AT 4:00 P.M. (See P.11).		
Monday June 11 4:00 P.M. Cocktails	PRESS & TRADE PREVIEW OF FALL LINGERIE COLLECTION The press and trade will be invited to a cocktail showing of Colura's Fall collection of lingerie, designed by Myrtle Mayfield. By invitation only. Publicity: Doris A. Weston, Fashion Counselors, PL. 9-5844.	COLURA LINGERIE, INC. (185 MADISON AVENUE)	HOTEL AMBASSADOR TRIANON ROOM
Tuesday June 12 9:15 A.M. Breakfast	FALL COLLECTION AT PRESS & TRADE PREVIEW The press and trade will be invited to a breakfast preview of Goodlyne's Fall collection, designed by Flo Schwartz. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	GOODLYNE (1400 BROADWAY)	HOTEL STATLER SKYTOP ROOM
Tuesday June 12 11:45 A.M. Cocktails 12:00 Noon Show	FALL COLLECTION AT PRESS & TRADE PREVIEW "Autumn Grandeur"--Philip Hulitar will present his collection of couture fashions for Fall. Showing at 12:00 Noon, followed by luncheon. By invitation only. <u>Trade shows, beginning Wednesday, June 13 at 10:00 A.M. and 2:00 P.M., at 11 West 46th Street Showroom, 4th Floor.</u> Contact: CO. 5-7145. Publicity: Mollie Baldwin, LE. 2-4281.	PHILIP HULITAR, INC.	SHERRY'S-300 PARK SHERRY ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 12 4:00 P.M. Tea	ADVANCE FALL MILLINERY FASHIONS The Millinery Creators Guild will present Advance Fall hats by the following eight members: Bernice Charles; Harryson Hats; G. Howard Hodge; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Jeanne Tete; and Vogue Hats. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	MILLINERY CREATORS GUILD	ST. REGIS HOTEL ROOF
Tuesday June 12 4:30 P.M. Cocktails	PRESS & TRADE PREVIEW OF FALL COLLECTION Ginsburg & Abelson will present their Fall collection of Young Viewpoint fashions at a cocktail party for the press and trade. By invitation only. Contact: Betty Abelson, CH. 4-4131.	GINSBURG & ABELSON (1400 BROADWAY)	PARK LANE HOTEL PARK AVE. & 48TH ST.
Wednesday June 13 11:00 A.M. Luncheon; 4:00 P.M. Trade	PREVIEW OF NEW FOUNDATION COLLECTION Presentation to the press and trade of Mme. Marie-Rose Liebigot's new collection of foundations, designed and made in Paris for Lily of France. Show will be followed by luncheon. By invitation only. <u>Trade showing at 4:00 P.M.</u> Publicity: Eleanor Lambert, MU. 8-2130.	LILY OF FRANCE	417 FIFTH AVENUE SHOWROOM
Wednesday June 13 4:00 P.M. Tea	PRESS & TRADE SHOWING OF FALL COLLECTION Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present her Fall 1951 collection at a preview for press and trade, in the Crystal Ballroom of the Park Lane Hotel. By invitation only. Contact at Reich-Goldfarb: Barbara Banks, WI. 7-5374. Contact for press: Eleanor Lambert, MU. 8-2130.	EMILY WILKENS (530 SEVENTH AVE.)	PARK LANE HOTEL PARK AVE. & 48TH ST.
Wednesday June 13 5:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Puritan Dress Company will present their Fall, 1951 Paris collection at a fashion show and cocktail party. By invitation only. Contact: Alberta Firestone at McCann-Erickson, JU. 6-3400.	PURITAN DRESS COMPANY	WALDORF-ASTORIA SERT ROOM
Thursday June 14 12:00 Noon Luncheon	100TH ANNIVERSARY OF SINGER SEWING MACHINES One hundred years of leadership in the manufacture of sewing machines for the home and industry will be presented to the press by Singer. There will be educational, international and industrial exhibits in the Terrace Room. Luncheon in Grand Ballroom. By invitation only. Contact: Anne Cunningham, Young & Rubicam, MU. 9-5000.	SINGER MANUFACTURING CO. SINGER SEWING MACHINE CO.	HOTEL PLAZA GRAND BALLROOM
Thursday June 14 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTIONS "The Affairs of Fashion", presentation of the Fall collections of Luxite Lingerie and Holeproof Hosiery at a cocktail party for the press. By invitation only. Publicity: Nona James, CH. 4-7658.	LUXITE LINGERIE- HOLEPROOF HOSIERY	HOTEL ROOSEVELT GRAND BALLROOM
Thursday June 14 7:00 P.M. Dinner	PARIS INSPIRED BLOUSES AT FASHION SHOWING The National Association of Blouse Manufacturers will present a showing of Paris-inspired blouses for Fall. The Paris blouse originals, from the collections of Balenciaga, Balmain, Desses, Dior, Fath, Gres, Griffe, Lemarchand, Patou and Piguet, will be modelled, along with the American adaptations. <u>Show at 9:00 P.M.</u> Press by invitation. Tickets: \$25.00; contact: LO. 5-4264. Publ.: Eleanor Kairalla Agency, MU. 8-1172.	NATIONAL ASS'N OF BLOUSE MANUFACTURERS	WALDORF-ASTORIA GRAND BALLROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 19 11:30 A.M. Aperitif; Luncheon	PRESS PREVIEW OF FUR COLLECTION Bernham-Stein will present their Advance Fall and Winter Haute Couture fur collection. Showing at 11:30 A.M., followed by luncheon. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	BERNHAM-STEIN	660 FIFTH AVENUE SALON
Tuesday June 19 1:00 P.M. Luncheon	PRESS SHOWING OF SUN GLASSES "Sun Glasses For Sun Glamour"--preview of sun glasses, coordinated with new fashions, to emphasize the beauty and fashion aspects of the glasses. ( <u>Note Change of Date and Time</u> ). By invitation only. Publicity: Gar Schmitt, Hill & Knowlton, LA. 4-1420.	L. J. HOUZE CONVEX GLASS CO.	PLACE TO BE ANNOUNCED
Tuesday June 19 3:00 P.M.	PREVIEW: READY-TO-WEAR COLLECTION Elizabeth Arden's ready-to-wear collection for Fall and Winter. By invitation. Publicity: Rasponi Assoc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON--2ND FLOOR
Wednesday June 20 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON MEETING The Ready-To-Wear Division of The Fashion Group will hold a luncheon meeting. More details later. Chairman: Gwen Randolph. Price (including tax and tip): \$4.75 for members; \$5.00 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday June 20 4:00 P.M.- 7:00 P.M. Cocktails	LA TAUSCA SEMI-ANNUAL FASHION PRESENTATION The House of Heller will present its semi-annual fashion show, featuring the Fall collection of La Tausca simulated pearls. Showing at 5:00 P.M. Commentator: Helen Faith Keane. Fashion Coordinator: Ruth Lerner. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER	HOTEL PIERRE GRAND BALLROOM
Thursday June 21 4:00 P.M.	PREVIEW OF FALL HATS AT HOUSE-WARMING Beatrice-Martin will invite the press to a preview of her Fall millinery collection and house-warming in her new salon. ( <u>Note Change of Date and Time</u> .) By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	16 WEST 57TH STREET SALON
Thursday June 21 12:30 P.M. Luncheon	SHOWING OF RIBBONS TO MAGAZINE EDITORS "Ribbon Around The Calendar", with displays for each month of the year, including gift wrappings and decorations. <u>Newspaper editors will be invited to the display at 3:00 P.M.</u> By invitation only. Publicity: Drucella Lowrie, LO. 3-0853.	THE RIBBON GUILD, INC.	WALDORF-ASTORIA FLAMINGO ROOM
Tuesday June 26 8:30 A.M. Breakfast	FALL MILLINERY BREAKFAST CLINIC Semi-annual clinic of the Millinery Merchandising Executives' Association. By invitation. Publicity: Ruth Weintraub, PL. 3-2116 or PL. 3-2117.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA
Tuesday June 26 7:00 P.M.	FALL HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show and dinner for buyers, retailers and the fashion press. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM